

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 COME-00 TRSE-00 /018 W
-----160558Z 058462 /21

R 151500Z JAN 77
FM AMEMBASSY JIDDA
TO SECSTATE WASHDC 6869
INFO AMEMBASSY ABU DHABI
USINT BAGHDAD
AMEMBASSY MUSCAT
AMCONSUL DHAHRAN

UNCLAS SECTION 1 OF 2 JIDDA 0337

ABU DHABI PASS DUBAI

E.O. 11652: N/A
TAGS: BEXP, XF
SUBJ: WATER RESOURCES TRADE MISSION - SAUDI ARABIA WRAP-UP

1. SUMMARY: THE US WATER RESOURCES TRADE MISSION HAS BEEN ONE OF THE MOST SUCCESSFUL TRADE MISSIONS TO VISIT SAUDI ARABIA. THE MEMBERS WERE RECEIVED WITH AN UNANTICIPATED SURFEIT OF WARMTH AND HOSPITALITY BY SENIOR SAUDI OFFICIALS AND MEMBERS OF THE BUSINESS COMMUNITY. THE MISSION'S SUCCESS CAN BE MEASURED NOT ONLY IN THE IMPRESSIVE FIGURES FOR DIRECT SALES AND AGENCY AND DISTRIBUTOR ARRANGEMENTS THAT HAVE BEEN GENERATED, BUT ALSO IN THE MISSION'S CONTRIBUTION TO PROMOTION OF US TRADE IN GENERAL, AND STRONGER TIES BETWEEN US PRIVATE INDUSTRY AND THEIR SAUDI COUNTERPARTS. END SUMMARY.

2. RIYADH. THE WATER RESOURCES TRADE MISSION BEGAN ON AN OMINOUS NOTE AS ONE MEMBER FAILED TO ARRIVE AT RIYADH AIRPORT. THE ELEVEN ARRIVING MEMBERS GOT A GOOD TASTE OF WHAT MAY CONFRONT THEM ON FUTURE VISITS AS THEY STRUGGLED TO FIND BAGGAGE IN A SEA OF BED ROLLS, FOOTLOCKERS, AND UNIDENTIFIABLE FOODSTUFFS. THE ELEVENTH MEMBER FINALLY UNCLASSIFIED

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LEFT THE AIRPORT (SANS ONE BAG) TWO HOURS AFTER ARRIVAL.

3. THE MISSION BEGAN ITS VISIT TO RIYADH WITH A ROUND-TABLE DISCUSSION OF WATER RESOURCES DEVELOPMENT IN SAUDI ARABIA HELD AT THE MINISTRY OF AGRICULTURE AND WATER, AND ATTENDED BY MANSOUR ABA HUSSEIN, ASSISTANT DEPUTY MINISTER FOR RESEARCH AND DEVELOPMENT; ABDULLAH GALAIKA, ASSIST-

ANT DEPUTY MINISTER FOR WATER RESOURCES; MUSTAPHA NURI, DIRECTOR GENERAL FOR WATER RESOURCES, AND A NUMBER OF OTHER MAW OFFICIALS AND ENGINEERS.

4. OTHER SAG OFFICIALS THE MISSION MET WITH IN RIYADH, INCLUDED HRH PRINCE MAJID BIN ABDUL AZIZ, MINISTER OF MUNICIPALITIES AND RURAL AFFAIRS; MOHAMED SABRY, DIRECTOR GENERAL FOR ENVIRONMENTAL AFFAIRS, MUNICIPALITIES AND RURAL AFFAIRS; ZAKI BUDAIRY, UN ADVISOR FOR ENGINEERING, MUNICIPALITIES AND RURAL AFFAIRS; MOHAMED ABDU YAMANI, MINISTER OF INFORMATION; YUSEF AL HAMDAR, DEPUTY MINISTER OF COMMERCE; NASR MUTAWA, CHIEF OF ENGINEERING, MINISTRY OF HEALTH; AND ABDUL AZIZ AL ZAMAL, EXECUTIVE DIRECTOR, SAUDI BASIC INDUSTRIES CORPORATION.

5. GROUP BRIEFINGS WERE ALSO GIVEN BY THE US CORPS OF ENGINEERS, KING FAISAL HOSPITAL, AND THE SAUDI INDUSTRIAL DEVELOPMENT FUND.

6. EMBASSY LIAISON OFFICER HELD A RECEPTION THE EVENING OF JANUARY 8 WHICH WAS ATTENDED BY 32 LOCAL BUSINESSMEN AND OFFICIALS. A SIMILAR RECEPTION WAS GIVEN BY THE RIYADH CHAMBER OF COMMERCE THE FOLLOWING EVENING. ATTENDANCE WAS SPARSE ALTHOUGH BETTER THAN PREVIOUS CC RECEPTIONS. SEVERAL MISSION MEMBERS REPORTED PROMISING BUSINESS LEADS.

7. MISSION MEMBERS HAD MORE INDIVIDUAL APPOINTMENTS WITH RIYADH BUSINESSMEN THAN ANY OTHER MISSION TO DATE.
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EIGHTY-EIGHT APPOINTMENTS WERE KEPT ON SUNDAY, JANUARY 9 - A SINGLE DAY RECORD.

8. JIDDA. MISSION MEMBERS MET WITH THE FOLLOWING SAG OFFICIALS: HRH PRINCE FAWWAZ BIN ABDUL AZIZ, GOVERNOR OF MECCA PROVINCE; MOHAMED SAID FARSY, MAYOR OF JIDDA; ADNAN SAMMAN, VICE GOVERNOR OF THE SALINE WATER CONVERSION CORPORATION; AND A NUMBER OF OFFICIALS OF THE MINISTRY OF AGRICULTURE AND WATER, JIDDA BRANCH.

9. MAW OFFICIALS IN JIDDA PROVIDED AN AGRICULTURAL TOUR OF THE REGION FOR MISSION MEMBERS WILLETS, MELLER, AND WARBURTON. THREE OTHER MEMBERS TOURED THE JIDDA DESALINATION PLANT, AND MOST OF THE MEMBERS ATTENDED A PLANT TOUR AND LUNCHEON GIVEN BY MR RIAD KHASHOGGI, OWNER OF THE SAUDI STEEL COMPANY.

10. AMBASSADOR PORTER'S RECEPTION FOR THE MISSION ON MONDAY, JANUARY 10, DREW MORE THAN 75 IMPORTANT LOCAL

BUSINESSMEN - THE LARGEST ATTENDANCE EVER FOR A US TRADE
MISSION RECEPTION HELD IN THE KINGDOM.

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11. RESULTS OF MISSION. MISSION MEMBERS REPORTED A
TOTAL OF 79 LEADS OBTAINED FROM THE JIDDA AND RIYADH
STOPS. FIFTEEN SALES REPRESENTATION AGREEMENT LEADS
WERE ALSO REPORTED. EXPECTED SALES OVER THE NEXT 12
MONTHS IS MORE THAN \$25 MILLION, WITH ACTUAL SALES DURING
THE EVENT TOTALLING \$14,000,000 PLUS. TWO MEMBERS
EXPECT TO SIGN JOINT VENTURE AGREEMENTS WITHIN THE YEAR,
AND SIX LEADS FOR LICENSEE AGREEMENTS WERE REPORTED.

12. SEVERAL MEMBERS NOTED THAT THIS MISSION HELPED
SOLIDIFY CONTACTS MADE IN THE PAST, WHILE POINTING OUT
A NUMBER OF SALES OPPORTUNITIES WHICH THEY WOULD PASS ON
TO THEIR AGENTS AND DISTRIBUTORS IN THE KINGDOM. MOST
MISSION MEMBERS FELT THAT THEIR TIME WAS BETTER SPENT IN
RIYADH THAN IN JIDDA SINCE THE GOVERNMENT WAS THE
PRINCIPAL TARGET FOR THEIR SALES EFFORTS. ONE MISSION
MEMBER COMMENTED THAT FOUR WEEKS WOULD BE MORE APPROP-
PRIATE FOR A VISIT RATHER THAN JUST 48 HOURS. "THE
MARKET IS VIRTUALLY UNLIMITED IN RIYADH", COMMENTED
ANOTHER.

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13. COMMENTS. THE RESULTS OF THIS TRADE MISSION FAR EXCEEDED OUR EXPECTATIONS. APPOINTMENT SCHEDULES FILLED UP IN ADVANCE, AN UNPRECEDENTED OCCURRENCE. SAUDI RADIO, TELEVISION, NEWSPAPERS AND MAGAZINES GAVE EXTENSIVE COVERAGE TO THE VISIT, AND WATER RESOURCES AS A TOPIC RECEIVED PROMINENT PLAY IN THE SAUDI MEDIA DURING THE MISSION'S VISIT. OF PARTICULAR NOTE WAS THE GENUINE WARMTH AND INTEREST OF THE SAUDI GOVERNMENT AND BUSINESS COMMUNITY. A NUMBER OF PROMINENT SAUDI OFFICIALS (INCLUDING PRINCES MAJID AND FAWWAZ) PROMISED THEIR PERSONAL EFFORTS IF ANY OF THE FIRMS REQUIRED ASSISTANCE IN THE FUTURE.

THE PRINCIPAL COMPLAINT VOICED BY MISSION MEMBERS ABOUT THE PROGRAM WAS OVER-SCHEDULING, ANOTHER SITUATION EMBOFFS HAVE NOT BEEN FACED WITH BEFORE.

THE MISSION ACHIEVED ITS NOTABLE SUCCESS FOR THE FOLLOWING REASONS: (A) IT WAS A WELL TARGETED MISSION COMING TO THE RIGHT PLACE AT THE RIGHT TIME; (B) THE MISSION MEMBERS RECEIVED EXCELLENT BACKGROUND BRIEFINGS AT USDOC. THEY NEEDED LITTLE GUIDANCE AFTER THEIR ARRIVAL IN THE KINGDOM; (C) ADVANCE OFFICER AND MISSION DIRECTOR PLANAGAN'S UNTIRING EFFORTS TO INSURE THE SUCCESS OF THE MISSION YIELDED THE DESIRED DIVIDENDS; (D) THE MEMBERS THEMSELVES WERE ARMED WITH A SURFEIT OF EXPERTISE, ENDURANCE, FORTITUDE, PATIENCE, A SPIRIT OF TEAMWORK, AND PLEASANT DISPOSITIONS WHICH THE SAUDIS PICKED UP IMMEDIATELY.

14. RECOMMENDATIONS FOR FUTURE MISSIONS:

A. THIS MISSION PROVED THE ADVANTAGE OF MOUNTING SPECIALIZED TRADE MISSIONS. SAUDIS ARE CONFUSED BY THE MIXED BAG OF FIRMS CHARACTERISTIC OF STATE IOGA'S, WHILE SCHEDULING AND ADVANCE PUBLICITY PROBLEMS ARE COMPOUNDED BY THE LACK OF A THEME.

B. THIS MISSION POINTED UP THE NEED TO HAVE THE SAME PERSON ACT AS ADVANCE OFFICER AND MISSION DIRECTOR.

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C. "CONTROL" IS THE KEY FACTOR IN GUARANTEEING A SUCCESSFUL TRADE MISSION. THIS MISSION WAS USDOC CONTROLLED FROM BEGINNING TO END, MAKING COORDINATION WITH THE EMBASSY INFINITELY EASIER. COMMUNICATION PROBLEMS WERE MINIMIZED. EMBOFFS KNEW WHAT TO EXPECT AND, MORE IMPORTANTLY, SO DID THE MISSION MEMBERS.

15. CONCLUSION. THIS MISSION MERELY TOUCHED THE TIP OF THE ICEBERG REGARDING SAUDI ARABIA'S INTEREST IN

WATER RESOURCES. EMBASSY JIDDA WOULD LIKE TO SEE ANOTHER
SPECIALIZED MISSION ON WATER RESOURCES, RECRUITED BY
CAGNE AND LIMITED TO SIX FIRMS, VISIT THE KINGDOM THIS
FISCAL YEAR IF POSSIBLE.
PORTER

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